

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BEL1814 – ELECTRONIC COMMERCE

(Distance Education)

1 JUNE 2018
3.00 p.m – 5.00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with **FOUR (4)** Questions only.
2. Answer all **FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

Describe various multi-channel marketing plan that entrepreneurs can use to promote their businesses.

(25 marks)

QUESTION 2

A manager of a traditional retail company plans to conduct her business transactions online. However, the company's auditors have concerns that the new online transaction system would lack security.

As an IT consultant, list and describe **FIVE (5)** measures that you think the company can adopt to ensure that the company new online transaction system remains secure.

(25 marks)

QUESTION 3

List and explain **FIVE (5)** types of revenue models in electronic commerce.

(25 marks)

QUESTION 4

A young entrepreneur is not sure how to obtain funding for her start-up. Therefore she is seeking your advice. Explain **FIVE (5)** options that are available for her to raise capital for her business.

(25 marks)

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